

DERSE
EXHIBITS

December 7, 1994

Mr. Chris Pitney
GMR MARKETING, INC.
16535 W. Bluemound Road
Suite 230
Brookfield, Wisconsin 53005

Dear Mr. Pitney:

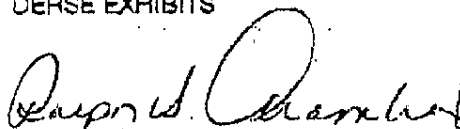
Enclosed please find our revised proposal for production of the displays required on the Benson & Hedges outdoor display reception area. The proposal is based on the information provided by you, and the detailed quotation provided.

We will have the drawings ready for your review by Friday. Sorry I could not get them finished any sooner. Let me know if you need any additional details completed.

Please do not forget that I need additional information to complete the pricing on the bus and push carts. As soon as we touch base on these items, we can complete the bid. Also remember that we can provide all of the contract services you will need while on site. I'll be happy to provide you with a turn-key proposal. (obviously as soon as all the details are available.)

Thank you for the opportunity. Naturally, we stand ready to assist in any way we can, and will make every attempt to "fit" a budget when established. Please do not hesitate to call should you have any questions or comments.

Sincerely,
DERSE EXHIBITS


Ralph H. Chambers
Account Executive

(414) 257-2000

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